

## **WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE:**           **TOURISM**

**DATE:**               **MAY 28, 2008**

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**COMMITTEE MEMBERS PRESENT:**   **OTHERS PRESENT:**

SUPERVISORS	TESSIER	REPRESENTING THE TOURISM DEPARTMENT:
	BELDEN	KATE JOHNSON, DIRECTOR
	KENNY	LINDA WOHLERS, CREATIVE DIRECTOR
	SHEEHAN	SUSAN STRATTON, STRATTON PARTNERS ADVERTISING
	MERLINO	HAL PAYNE, COMMISSIONER OF ADMINISTRATIVE &
	SIMMES	FISCAL SERVICES
	STRAINER	JOAN SADY, CLERK OF THE BOARD
		SUPERVISOR HASKELL
		TODD LUNT, DIRECTOR OF HUMAN RESOURCES
		FRANCIS O'KEEFE, COUNTY TREASURER
		RICH KELLY, PERSONNEL OFFICER
		FRED AUSTIN, FORT WILLIAM HENRY
		ALICE GREYER, DIRECTOR OF TOURISM, CITY OF
		GLENS FALLS
		LUISA SHERMAN, WARREN COUNTY COUNCIL OF
		CHAMBERS
		TOM RANDALL, <i>THE ADIRONDACK JOURNAL</i>
		CHARLENE DiRESTA, LEGISLATIVE OFFICE SPECIALIST

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Mr. Tessier called the meeting of the Tourism Committee to order at 9:31 a.m.

Motion was made by Mr. Merlino, seconded by Mr. Belden and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Kate Johnson, Tourism Director, who distributed copies of the agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Ms. Johnson noted that there were no resolution requests to be presented this month. She noted that she would present a few printing contracts for approval at the next meeting.

Ms. Johnson distributed copies of the *I Love NY My Places Adirondack Experience Magazine* to the Committee members; a copy of which is on file with the minutes.

She noted that this was a new publication which had been published by the Adirondack Regional Tourism Council. She explained that this type of marketing was called 'viral marketing', which involved advertising using the positive experiences of others. She pointed out that on page 3 of the magazine were the winning photos of a contest that had been sponsored by Gore-Tex. She added that thousands of photos had been submitted and could be viewed at VisitAdirondacks.com. She noted that the third place photo was taken in the Town of Lake George.

Ms. Johnson apprised that an email broadcast had gone out on May 27, 2008 to promote camping in the Lake George area, which had been received by approximately 3,000 people. She added that the email broadcast highlighted 'The Great Outdoors Camping Giveaway', which had a prize of a two-night camping vacation. She said that 159 people had signed up for the contest so far.

Ms. Johnson stated that an advertisement for the Lake George area had been placed in *Clipper Magazine* in the Long Island, New York area and in Central and Northern New Jersey. She added that to date the advertisement had provided 30 phone leads and 30 online leads. She said that an advertisement had been placed in a pilot's magazine entitled *Pilot Getaway Magazine*. She noted that she had spoken with Don DeGraw, Airport Manager, prior to placing the advertisement.

Mr. Haskell entered the meeting at 9:37 a.m.

Ms. Johnson apprised that beginning June 30, 2008, fourteen subway platforms in Manhattan, New York would have one of two posters advertising the Lake George area. She noted that the posters would contain the website address. She stated that she had been contacted by an Associated Press writer who was doing a summer forecast story. She said that he was inquiring as to how the reservations for area hotels and motels were doing this year.

Susan Stratton, of Stratton Partners Advertising, distributed a list of the media that had been purchased on behalf of Warren County Tourism; a copy of which is on file with the minutes. She explained that commercials were run in Albany, New York; Hartford, Connecticut; Springfield, Massachusetts; Montreal, Canada; and the Metro New York area, which included Long Island; Connecticut; New Jersey and the Hudson Valley. She noted that they had eliminated advertising in the Plattsburgh, New York area and the Scranton/Vicksburg area.

Ms. Stratton expounded that in the Albany, New York area they were utilizing the new technology for Request for Information (RFI) and Video on Demand (VOD). She explained that when the commercial was viewed, it prompted the viewer to

press 'A' to be mailed a brochure and press 'B' to view a video. She said that the Tourism Department received daily reports with the viewers information.

Fred Austin, of the Fort William Henry Resort, and Linda Wohlers, Creative Director of Tourism, entered the meeting at 9:43 a.m.

Ms. Stratton reported that the Tourism Department would send brochures to all the viewers who had selected the RFI option. She added that they received a monthly report on the number of VOD that had been viewed. She said that the Hartford, Connecticut area had the VOD technology but not the RFI.

Ms. Stratton explained that the majority of the advertising dollars were spent in the Metro New York area and added that the majority of tourists were from this area, as well. She said that in the Metro New York area, they advertised on Time Warner Cable, which had both the RFI and the VOD technologies. She noted that there were 1.6 million households serviced by Time Warner Cable in the Metro New York area and that they also advertised on the two other cable networks that serviced the area, which were Viamedia and Cablevision. She noted that on Viamedia, they were only running the 30 second commercial; however, she added, on Cablevision they were running the 30 second commercial, as well as utilizing the VOD technology. She explained that they had tested that RFI technology in December 2007 and January 2008 and had received approximately 15,000 addresses over an eight-week period. She added that the current RFI advertisement had been running approximately four weeks and had already produced 6,340 addresses.

Ms. Johnson apprised that at the last meeting she had been requested to research the possibility of an annual report from the *Smith Travel Report*. She said that she had discovered that they did produce a five-year comparison at a price of approximately \$420. She stated that she had prepared a resolution request for the Occupancy Tax Coordination Committee meeting to purchase the five-year comparison of the *Smith Travel Report* using occupancy tax funding. Mr. Kenny stated that he would like the five-year comparison of the Smith Travel Report to be purchased so that a benchmark could be established. He explained that during the month of April, there had been three consecutive weeks that Warren County had experienced a decrease in occupancy, followed by one week which had an 18% increase.

Luisa Sherman, Warren County Council of Chambers, apprised that there had been excellent attendance at last month's meeting which had been held at the 1,000 Acres Resort in the Town of Stony Creek. She noted that the topic for discussion had been broadband and cellular service in the area. She said that

there had been three speakers from the State of New York and two speakers from the Adirondack Park Association. She expounded that 78% of the bookings for the area were made online and added that lodging facilities needed to have access to both broadband and cellular coverage in order to stay competitive. She noted that the next meeting would be held on June 10, 2008 in the Town of Bolton Landing.

Mr. Tessier stated that the Committee would need to enter into an executive session in order to discuss the employment history of a particular person.

Motion was made by Mr. Belden, seconded by Mr. Merlino and carried unanimously that executive session be declared pursuant to Section 105 (f) of the Public Officers Law.

Executive session was declared from 9:52 a.m. to 10:27 a.m.

The Committee reconvened and Mr. Tessier noted that no action was necessary pursuant to the executive session.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Belden and seconded by Mr. Strainer, Mr. Tessier adjourned the meeting at 10:28 a.m.

Respectfully submitted,

Charlene DiResta, Legislative Office Specialist